



## Meet the Speakers: Jessica Branom-Zwick, Cascadia Consulting Group

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by [Editorial Staff](#)

In the runup to the 2017 Resource Recycling Conference, we're offering up email profiles of a few of the experts who will be taking the stage in Minneapolis in late August.

This week, we feature Jessica Branom-Zwick, a senior associate at Cascadia Consulting Group. She will speak in a data and strategy session called "New Ways to Look at Recycling."

### What will you be discussing on stage?

My presentation focuses on using a data-driven approach to zero waste and diversion planning that provides jurisdictions and organizations with reliable estimates of the diverted and disposed quantities, cost impacts and greenhouse gas benefits that they can expect from implementing their plan.

### Why is this an important issue for members of the recycling industry to pay attention to?

Without reliable estimates regarding tonnages and costs, jurisdictions and organizations may set unachievable goals, not reach their zero waste or diversion goals (even if they are achievable), not choose the most effective strategies, and/or not budget accurately for implementation.

### What makes you most excited to be a part of the recycling industry right now?

More and more programs, jurisdictions and organizations are collecting better and bigger data sets that I can use in modeling and projections: curbside participation rates, contamination rates, outreach and ordinance effectiveness and costs, MRF processing and residual rates and more! Better data leads to better plans, better implementation and better results.

*Branom-Zwick will be joined by Shannon Davis of the Oregon Department of Environmental Quality and Ronald Vance of the U.S. EPA in the "New Ways to Look at Recycling" session to be held Tuesday, Aug. 29. It will be moderated by Lynn Rubinstein of the Northeast Recycling Council.*

*The 2017 Resource Recycling Conference is set for Aug. 28-30 at the Hyatt Regency Minneapolis. Registration is now open. Act now to get the [discounted conference hotel](#) rate. Head to [rrconference.com](http://rrconference.com) for all the latest on attending, exhibiting and sponsoring.*



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#### The latest recycling industry news

##### China says it will ban certain recovered material imports

Chinese authorities have announced the country will prohibit some grades of recovered paper and plastic from being imported by the end of 2017. One U.S. group said that action would have a "devastating impact" on the wider recycling sector.

##### Contamination enforcement drive snares unwitting mayor

The mayor of a Pennsylvania city is being charged with violating county recycling and solid waste laws after he contaminated a collection bin. He could be facing a fine or months of community service.

##### Closed Loop Foundation awards food waste prevention grants

A group that uses corporate money to lift materials recovery has awarded a total of \$350,000 to eight projects aimed at keeping organics out of the waste stream.

##### Newspapers submit stewardship plan to comply with EPR law

Newspaper publishers in British Columbia have submitted a plan aimed at bringing them into compliance with the Canadian province's extended producer responsibility regulations.

##### House proposal avoids cuts to EPA's recycling program

House lawmakers tasked with crafting a U.S. EPA budget are standing behind the agency's waste minimization and recycling program, they wrote in a report this week.

##### Florida MRF denied county tax exemption

A recycling company planning a new MRF in a Florida county has been denied a property tax exemption in part because the business was not judged to be innovative enough.

#### In other news: July 17, 2017

Two large cities engage in cart-tagging campaigns to raise contamination awareness, and Maine's container deposit drama continues with a state board refusing to ban the sale of small liquor bottles.

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